

ASCERTAINMENT – 1st Quarter 2007

Agriculture & Rural Life Issues

WLBG promoted the 33rd Annual Laurens County Spotlight on Agriculture Banquet set for Thursday, March 1st. For several days prior to the event we made promotional announcements and conducted a contest around questions on the Horse Industry, this year's spotlight, with tickets to the event as prizes. Then on the morning of the event, we featured Nationally-known Ag speaker Trent Loos, the program's keynote speaker, throughout our Morning News program.

Animal Issues

WLBG talked with Elaine Hunter of the South Carolina Humane Society for Prevention of Cruelty to Animals about their "Spay Day" program participation. The organization is providing coupons for use at Laurens County Veterinarians during February to greatly reduce the cost of Neutering Male cats. The interview aired Monday 2/12/07 at 6:08, 7:22 & 8:22 am.

Community & Cultural Events

Little River Bridge Run coming up March 10th – We talked with Laurens Main Street Director Jonathan Irick about the upcoming event sponsored by Main Street Laurens. 4 Minute Interview – Broadcast Wednesday 1/7/07 at 6:08, 7:20, 8:20 am

WLBG broadcast comments of Laurens YMCA Director Brian Harlan to City Council about priorities of the Y in it's service to the community, and financial assistance the Y receives. Comments made Tuesday night 2/20/07, broadcast Wednesday morning on WLBG at 6:08, 7:20 and 8:20am.

WLBG's Morning News Magazine talked Tuesday 3/7/07 with Jonathan Irick of Main Street Laurens about the 4th annual Little River Bridge 8K run and 5K walk, set for Saturday, March 10th.

WLBG Promoted the Friends of the Library Concert with Guitarist Peter Fletcher at Martha Franks on Thursday, March 15th. We made announcements on Community Calendar and we interviewed Library Director Bill Cooper about the upcoming event on the Morning News Magazine a week ahead of the event on Thursday, 3/8/07.

WLBG interviewed Laurens YMCA Director Bryan Harlan about the wrap-up of Shrink Down 2007 during the final week, and the upcoming Golf Tournament being sponsored by the YMCA. John Avery broadcast the interview "In the Zone" on Monday afternoon,

March 5th, and highlights were repeated Friday morning, March 9th on the Morning News Magazine at 6:08, 7:20 & 8:20.

Economic Development

WLBG interviewed Clinton Downtown Director Diane Wyatt about a ribbon-cutting at a new business scheduled for Friday, 2/9/07, on that date at 6:43 & 7:43 am.

WLBG News reported Tuesday 3/6/07 about initial discussion at Clinton City Council the previous night on the possibility of establishing a Small Business Incubator in the City. The program would be established in conjunction with Clemson University and a PC Professor, and would help new local business get established.

Education

WLBG News on Friday 2/9/07 broadcast a series of three stories on State Superintendent of Education Jim Rex's proposed three-year phase-in of Education Choice in the state's public school system. We featured comments from District 55 Superintendent Ed Taylor about the issues. Taylor work on the School Choice issue for Rex's transition team as Rex came into office in January.

Monday Morning, February 26th, WLBG reported on the Bell Street Middle School wining the State Science Olympiad over the weekend – the past Saturday – for the 5th year in a row. We caught up with Dr. David O'Shields, Director of Student Accountability for District 56 Schools, at the School board meeting that night. We broadcast the interview about the great accomplishment on WLBG's Morning News Magazine Tuesday, February 27th at 6:08, 7:20 & 8:20 am.

WLBG interviewed candidates in the two contested races for the District 55 School Board on Good Morning UpCountry. Three of the four candidates in contested races responded to our calls and were on the program Wednesday, Thursday and Friday, 3/7 – 9/07. These were live in-studio interviews with listeners able to call in questions.

WLBG interviewed all four candidates running for Seat 3 on the District 56 School Board in a special Good Morning UpCountry on Monday, March 12th, - the day before the election.

WLBG covered the election results with live reports during a baseball game Tuesday night, March 13th, and with comprehensive coverage including comments from the candidates on the local news Wednesday, March 14th. On Friday, March 16th, we covered the results of the Thursday Canvas by the Election Commission, and the run-off election plans, on the news.

On Monday, March 26th WLBG talked with both candidates in a School Board run-off Election for Seat 3 on the District 56 School Board scheduled for Tuesday, March 27th.

We spent 2-3 minutes each with Challenger Jim Barton and Incumbent Buddy Hunt, hearing their views on the issues important to District 56. The interviews were broadcast at 6:08, 7:20 & 8:20. In addition, WLBG broadcast details of where to vote, and hours, with Elections Director-Designee Marcie Pye on WLBG News Monday & Tuesday, December 26th and 27th, and covered the results of the election Wednesday, March 28th.

District 56 Administration held a special meeting 3/26/07 to hear questions and concerns from the community, especially in light of a recent incident involving a teacher and students in inappropriate behavior. WLBG promoted the event in news reports and announcements prior to the meeting, and we covered the meeting on WLBG news the following morning. We also broadcast interviews with parents Lucy Copeland and Kimberly Carter-Pulley on the Morning News Magazine 3/27/07 at 6:08, 7:20 & 8:20.

We also featured comments from new District Superintendent Dr. Wayne Brazell in a special interview 3/27/07 at 6:40am & 7:40 am.

Elections

WLBG News covered the filing period for the March 13, 2006 Elections this quarter, and reported on Municipal elections in Clinton, Waterloo and Gray Court being unnecessary due to lack of opposition to incumbents. We also reported on the School Board elections for District 55 and 56, and which candidates were opposed.

WLBG interviewed County Elections Director Judy Hayse on the Morning News Magazine Monday, 3/5/07, about this date being the start of walk-in absentee balloting for the upcoming School Board Elections. We gave the schedule for this voting.

WLBG talked with Laurens County Elections Director Judy Hayse about the final days for walk-in absentee voting, and the schedule for elections the following Tuesday, for a news story broadcast on WLBG Friday, 3/9/07.

Laurens County held a drop-in Friday, 3/30/07 to honor retiring Election Director Judy Hayse. WLBG talked with Mrs. Hayse on the Morning News Magazine that morning, talking about her history in Laurens county, her family's history in upstate elections officers, and about her thoughts on the voting process in South Carolina. We aired the interview at 6:08, 7:20 and 8:20 am.

Emergency Issues

During Severe Weather Awareness Week, WLBG talked with Laurens County Emergency Management Coordinator Ray Blackwell about the need to take preventive measures, and what to do in the event of a test or a real Tornado alert. Friday, 2/23/07, at 6:08, 7:25 and 8:25, we talked about a NWS planned test that day between 9 and 9:30.

Governmental Issues

WLBG talked with Clinton Mayor Randy Randall Wednesday morning, March 21st about the City's search for a new City Manager. Council has the number down to six. We discussed the issues City Council is looking for in a new manager.

Health

WLBG News reported on new equipment being purchased for the Laurens county Hospital, from a meeting of the Laurens County Health Care System Board of Directors in an interview with CEO Rich D'Alberto Friday 2/2/07 at 6:08, 7:22 and 8:22 am. We also broadcast details of the new health care equipment on WLBG News throughout the day on that date, as well.

WLBG talked with Hospital CEO Rich D'Alberto about results of a survey regarding patient satisfaction with the Laurens County Hospital. This information was broadcast with call-in listener participation on Good Morning UpCountry Thursday, 2/8/07 between 8:30 and 9am, with additional details in an interview broadcast Friday, 2/9/07 at 6:08, 7:22 and 8:22 am, in addition to a news story about the satisfaction results on WLBG News Friday, 2/9/07.

WLBG promoted a Diet and Stress Management program sponsored by the LC Health Care System that was held Tuesday, 2/13/07. We promoted the event with announcements on the Community Calendar, and with interviews with Program Presented Joe Piscatella. These included broadcast on the Morning News Magazine the week prior to the event, and an expanded 4-minute report on the program the day of the event, along with a news story about he program on the day of the event, 2/13/07.

Public Safety

WLBG discussed safe driving techniques with Lance Cpt Scott Edgeworth of the South Carolina Highway Patrol on several occasions this quarter. These included segments on Good Morning UpCounty Friday morning, February 4th, on "In The Zone" Thursday afternoon, February 15th, and in three-segments on the "Morning News Magazine" Monday, February 19th.

Tips for keeping warm during cold winter weather while holding down the cost of utilities were discussed on the WLBG Morning News Magazine Friday morning, February 16th. We talked with John Young of the Laurens CPW in segments at 6:08, 7:22 & 8:22 am.

Recreation

WLBG broadcast comments made before Laurens City Council 2/20/07 Wednesday morning, 2/21/07 at 6:15 am and 7:55 am, Manley Patterson expressing concern about the lack of renovation at River Street Park, while work continues at two other parks. WLBG interviewed City Councilwoman Marion Miller Wednesday afternoon 2/21 "In the Zone" for her views on the matter, City Recreation Director Jason Pridgon Thursday afternoon, 2/22 for his perspective, and took calls from listeners with their input on the issue.

The City of Laurens Held a public hearing on a proposed grant application for funds to further develop the Little River Walking Trail Friday morning, 3/16/07 at 11am. WLBG promoted the event extensively Thursday and again Friday morning after being notified of the meeting by the city. We also talked with Mayor Sharon Brownlee about the meeting and plans for the walking trail during the Morning News Magazine at 6:08, 7:20 & 8:20 the morning of the meeting.

The Palmetto Trust awarded Table Rock State Park for Historic Preservation 2/16/07. WLBG talked with SC PRT Spokesman Marion Edmonds on the Morning News Magazine Thursday 3/22/07 at 6:08, 7:20 & 8:20, highlighting the historic features of the state park.

Religious Concerns

International Day of Prayer for 2007 was Friday, March 1st. WLBG talked with Laurens County Coordinator Amelia Childress on the Morning News Magazine Wednesday, 2/28/07, discussing the upcoming observance and it's significance. Announcements were also made during the week to promote participation.

WLBG promoted special events at churches throughout the listening area with a daily "Church News" broadcast. Qualified events are included at no charge to the church or organization, during broadcast Weekdays at 6:20am & 12:15pm; Saturday and Sundays at 7:06 am, and Sundays at 10:06 am.

Youth Issues

WLBG extensively promoted a fund-raising event with an All-Star basketball game exhibition at Laurens District 55 High School Saturday, February 10th, 2007. We provided frequent announcements during regular commercial breaks over a 10 day period prior to the event, and we also broadcast an interview with the Basketball Coach

about the upcoming event on “In the Zone for Sports” Tuesday afternoon, 2/6/07 and again Wednesday morning, 2/7/07 at 6:08, 7:22 and 8:22 am.

A program connecting Athletes from Presbyterian College with at-risk students at Laurens Middle School was highlighted on WLBG in February, 2007. WLBG’s John Avery interviewed the PC Baseball Coach about the program where College Athletes mentor middle school students. The interview aired Friday 2/9/07 “In the Zone” and was also presented on the Morning News Magazine Wednesday, 2/14/07.

WLBG talked with Cheryl Varner, a Case Manager with the Laurens County Guardian Ad Litem program, about the need for volunteers to monitor children through the process in child abuse or neglect cases. We broadcast the interview on WLBG’s Morning News Magazine at 6:08, 7:20 & 8:20 Monday 3/12/07; and we broadcast public service announcements about the need for volunteers through the remainder of March, in view of an upcoming Volunteer Training program set for April.

WLBG talked with Clinton YMCA Director Gene Simmons about the upcoming Youth Prayer Breakfast Series scheduled for Monday thru Friday, March 26 – 30th, at 7am daily. The interview was broadcast Thursday, March 15th at 6:08, 7:20 & 8:20am.

WLBG News reported on the City of Laurens receiving a SC DOT grant for a summer youth corps program this coming summer on Friday, 3/16/07. We gave more details on the program in an interview with City Grants Administrator Gwen Kinard on Monday, 3/19/07 on the Morning News Magazine at 6:08, 7:20 & 8:20.

WLBG talked with Assistant US Attorney Tara McGregor from the SC District about a Project Sentry Logo Contest being held around the state, encouraging communication on juvenile violence issues. We broadcast our interview with Ms. McGregory on the Morning News Magazine Tuesday, 3/20/07 at 6:08, 7:20 & 8:20. We also announced the contest on Community Calendar 3/19/07.

WLBG talked with Brian Harlan of the Laurens YMCA about their annual Golf Tournament to raise funds for Youth Scholarships at the Y. The event was Thursday, March 29th. We broadcast a complete interview segment “In The Zone”, and a 4 minute abbreviated version on the Morning News Magazine Wednesday, 3/28/07 at 6:08, 7:20 and 8:20 am.

Welfare & Community Services

The United Way of Laurens County announced 2/20/07 that the 2006/2007 campaign goal of \$500,000 had been reached. WLBG News reported specifics on this released on local newscasts throughout the day Wednesday, 2/21/07. On Thursday morning, 2/22/07, we broadcast an interview with Laurens County United Way Director Caroline Thomas with more information about the United Way, and their upcoming Volunteer Day. The interview aired at 6:08, 7:20 & 8:20.

The AARP service providing free income tax service to low income and senior citizens was announced on WLBG during February and March. On Wednesday morning, March 14th, we interviewed Jim Coleman of Clinton's First Presbyterian Church about the program from his perspective as a volunteer tax preparer. The interview was aired at 6:08, 7:20 and 8:20 am.

WLBG talked with Patty Kirk, board member for the Sexual Trauma Center of Greenwood, and volunteer for Laurens County Sexual Assault victims, on the Morning News Magazine Friday 3/23/07 at 6:08, 7:20 & 8:20 am. We discussed some of the assistance provided to victims, and how people can call for help. We also mentioned that the Governor and Laurens City Council have declared April as Sexual Trauma Awareness month.

WLBG talked with Jeff Field, Chair of the Laurens County Advisory Committee for the American Red Cross, on Thursday 3/29/07, about the group's "Hero's Campaign" kickoff banquet coming up that night, and about the services the Red Cross Provides locally. The interview was broadcast at 6:08, 7:20 & 8:20 on the Morning News Magazine.